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## PRESS RELEASE

For Immediate Release

August 5, 2013

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### EMMY WIN FOR LACDMH's *PROFILES OF HOPE* PSA

*Emmy Award is a back-to-back win for the LA County Department of Mental Health.*

**Los Angeles, CA** – The Los Angeles County Department of Mental Health (LACDMH) Public Information Office has once again received a prestigious Los Angeles area Emmy Award in the category of Public Service Announcement (PSA) for its *Profiles of Hope* PSA. **LACDMH Public Affairs Director Kathleen Piché (Executive Producer)** and **Public Information Officer Karen Zarsadiaz-Ige (Producer)** co-produced the Emmy Award-winning PSA, which can be viewed on the [LACDMH website](http://LACDMH website) and on [YouTube](http://YouTube). Winners were announced at the 65th annual Los Angeles area Emmy Awards ceremony in North Hollywood this past Saturday (August 3, 2013).

“Stories of recovery help balance the stories of tragedy so often seen in the media. LACDMH is proud to do our part in sharing these stories of hope and wellness,” stated **LACDMH Director Marvin Southard, D.S.W.**

Funded by the Mental Health Services Act (MHSA), the 60-second *Profiles of Hope* PSA spotlights high-profile individuals who overcame stigma and various obstacles to live successful and productive lives, and carry on LACDMH's mission of *Hope, Wellness and Recovery*. The PSA was based on LACDMH's original Emmy Award-winning series, *Profiles of Hope*, which is widely used as a teaching tool to motivate audiences and erase stigma.

Featured in the PSA are:

- Emmy Award-winning actor **Maurice Benard** from ABC's soap opera *General Hospital*.
- Psychiatrist **Clayton Chau, M.D., Ph.D.**, co-host of weekly television show, *Viet View*, that brings awareness to mental health issues for the Vietnamese community.
- Actor/musician **Robert David Hall** from CBS's show *CSI: Las Vegas*.
- Emmy Award-winning actress/author **Mariette Hartley**, a veteran star of stage, film and TV for more than 40 years.
- Boxing champion **Mia St. John**, a three-time World Boxing Council (WBC) titleholder.
- U.S. Vets president/CEO **Stephen Peck, M.S.W.**, son of actor Gregory Peck and a Vietnam veteran who leads the nation's largest non-profit dedicated to helping vets.

(More)

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The Los Angeles County Department of Mental Health is the largest county-operated mental health department in the United States, directly operating 75 program sites and more than 100 co-located sites. Each year, it contracts with approximately 1,000 agencies and individual practitioners to provide a spectrum of mental health services to more than 250,000 residents of all ages. The Department's mission -- enriching lives through partnership to strengthen our community's capacity to support recovery and resiliency -- is accomplished by working with stakeholders and community partners to provide clinically competent, culturally sensitive and linguistically appropriate mental health services to clients in the least restrictive manner possible.

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